**Media Message Analysis Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **Strong**  **4 points** | **Proficient**  **3 points** | **Developing**  **2 points** | **Beginning**  **1 point** |
| **Media** | Presentation | Presentation | Claim is vague | Presentation does |
| **Format**  (Visual, written) | Includes a clear and specific claim | includes a claim |  | not include a claim |
|  |  |  |  |  |
| **Message Reasoning and Support** | Presentation  contains information for audience providing specific support (at least 2 or more) | Presentation  contains information for audience providing specific support (at least 2) | Presentation  contains minimal information for audience. The presentation provides weak support (1) | Presentation  contains vague information for audience. The presentation does not support the claim. |
| **PROS AND CONS** | Presentation contains clear examples of at least 3 Pros and 3 Cons | Presentation contains clear examples of at least 2 Pros and 2 Cons | Presentation contains clear examples of at least 1 Pro and 1 Con | Presentation contains no examples of Pros and Cons |
| **Persuasive Techniques** | Presentation includes strong examples of the use of persuasive techniques | Presentation includes examples of the use of persuasive techniques | Presentation use of persuasive techniques is weak | Presentation does not address the use of persuasive techniques |
| **Conclusion** | Presentation has a strong conclusion that pulls together the claim and reasons | Presentation has a conclusion that pulls together the claim and reasons | Presentation has a conclusion that does not pull tighter the claim and reasons | Presentation does not have a conclusion that relates the claim and reasons |
| **GRAMMAR AND SENTENCE STRUCTURE** | There are no errors in punctuation and capitalization. | There are 1- 3 errors in punctuation and capitalization. | There are few errors in punctuation and capitalization. | There several errors in punctuation and capitalization. |

Score: / 24